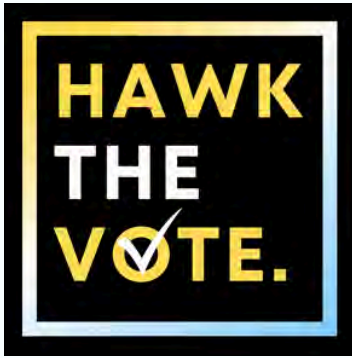


Effective July 1, 2024

Hawk The Vote

**2024 Strategic Engagement and
Get-Out-The-Vote Plan**





Josh Studer

Operations Director/Vice President
Josh (he/him) is a Political Science and Journalism & Mass Communications major from West Des Moines, IA. He currently serves as a Resident Assistant and as the chair of the Governmental Relations committee for the Undergraduate Student Government. Josh will also serve as Hawk The Vote's Executive Director for the upcoming 2025 administration.



Jaden Bartlett

Executive Director/President
Jaden (he/him) is a senior from Iowa Falls, IA, studying Political Science and English & Creative Writing. Currently, he also serves as the Marketing Director for Walk It Out – the largest multicultural organization on campus. Previously, JB has served as a Resident Assistant for the Political Matters LLC, the Internal Affairs Chair for the Undergraduate Student Government, and as the last administration's Operations Director.



Amira Qidwai

Programming Director
Amira (she/her) is the Programming Director for Hawk the Vote. She is from Iowa City and studies international relations, geographic information science, and Arabic. In addition to Hawk the Vote, Amira serves as the Director of Internal Affairs for Model United Nations at the University of Iowa and the Events Coordinator for the Middle Eastern North African Students Association (MENASA).

2024 EXECUTIVE BOARD



Christine Valora

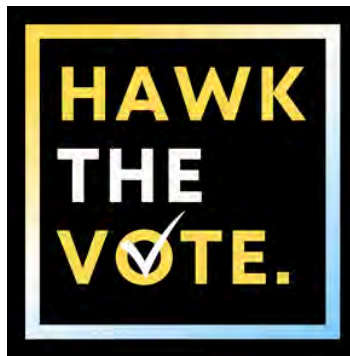
Communications Director
Christine (shey/they) is a Political Science and Journalism & Communications major (minoring in Political Science) from Sicklerville, NJ. She also serves as the President of the University of Iowa's Online News Association, as well as the host of Iowa City Update, a weekly news program highlighting local news from around the Iowa City area.



Noah LeFevre

Education Director
Noah (he/him) is a Social Studies Education and Political Science major from Hesston, Kansas. He has previously served as the City Liaison for the Undergraduate Student Government, and currently serves as a lead usher for Hancher Auditorium and as a camp leader for Iowa Wildlife Camps.





Hawk The Vote Mission Statement

Adopted January 2024

“Hawk The Vote is a nonpartisan organization working to engage the Hawkeye community in conversations surrounding civic engagement, voter registration and education. As an organization, Hawk The Vote believes that consistent political involvement is imperative to sustain a strong democracy. Through a variety of interactive programming initiatives, Hawk The Vote seeks to increase the number of Hawkeyes who vote in local, state and federal elections.”

Maximize Departmental Partnerships



Hawk The Vote will place a direct emphasis on partnering with academic departments that have historically lower rates of voter turnout.

Robust Comms Strategy



Our Communications Director will work to create a public-facing presence that is both continuous and tailored to relevant collegiate demographics.

Integrate Academic Credit



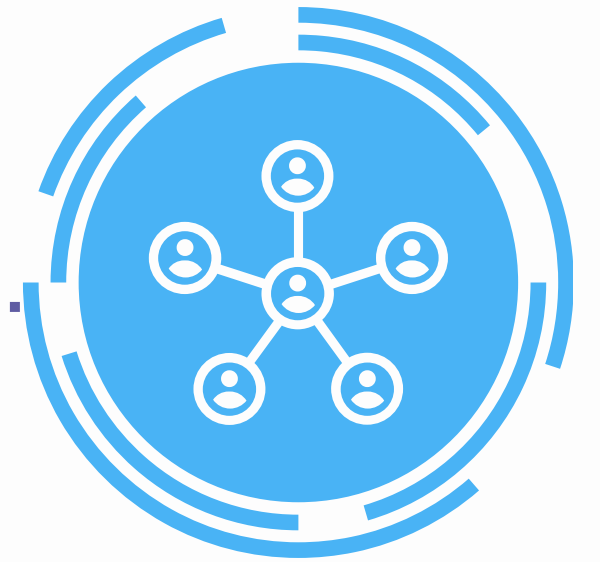
A new executive position – the Education Director – will oversee the creation and execution of an academic course focused on institutionalizing the role of Voting Ambassadors (VAs).

Publicity-Oriented Programming



Our Programming Director will place an intentional focus on planning events that maximize our presence in both physical and virtual spaces.

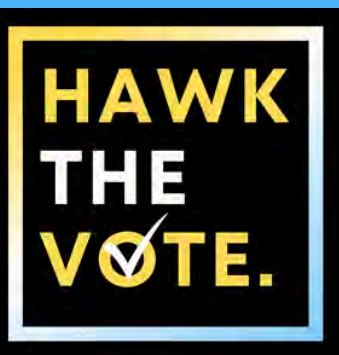
Numbers-Based Organizing

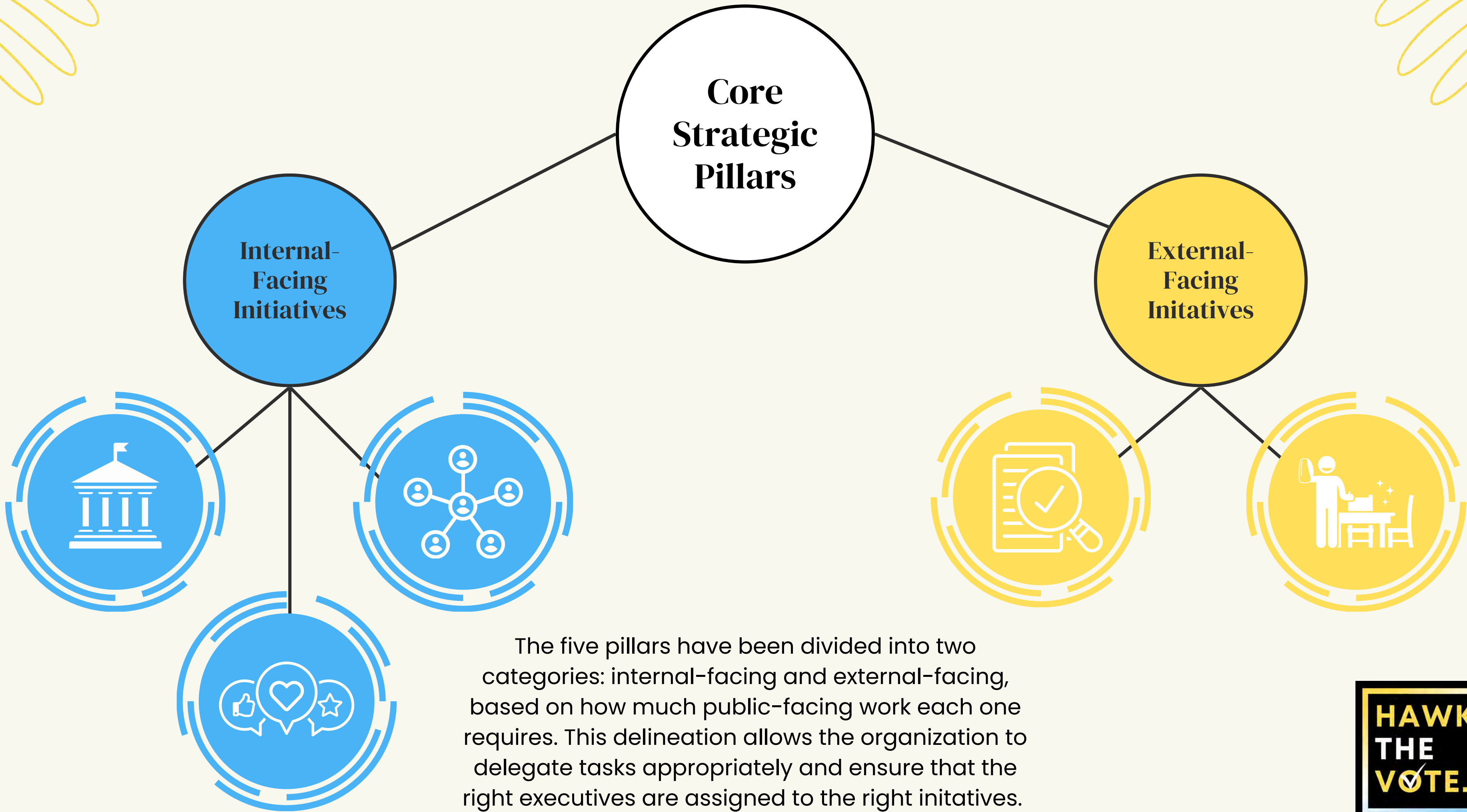


Our administrative leadership will utilize statistical information from the NSLVE to determine which campus demographics to focus our engagement efforts on.

Five Core Strategic Pillars

These five pillars will shape all of the work Hawk The Vote completes during the 2024 election season. These focuses, created with the intent of aligning with our mission statement, are intended to provide the 2024 administration with an institutional direction for the immediate year.





Core Strategic Pillars

Internal-Facing Initiatives

External-Facing Initiatives

The five pillars have been divided into two categories: internal-facing and external-facing, based on how much public-facing work each one requires. This delineation allows the organization to delegate tasks appropriately and ensure that the right executives are assigned to the right initiatives.



MAXIMIZE DEPARTMENTAL PARTNERSHIPS

Lead Executives:



1

Utilizing data from the 2022 National Study of Learning, Voting, and Engagement (NSLVE), executives will identify specific academic departments which have historically lower voter turnout.

2

Communication will be established with these academic departments, and our communications and programming teams will work collaboratively to create possible methods of engaging with these students.

3

Similarly, the Education Director will propose ways in which the Voting Ambassadors (VAs) can be utilized to execute the plans formulated by the programming and communications teams.

4

Physical programming events will then be finalized and executed jointly between all three directors, with attendance and engagement being recorded to be evaluated by the executive board at a later time.

5

The lead executives for this pillar will include in their transition documents an analysis of this process and suggestions for how to better its effectiveness going into the next year. This ensures continuity of growth and a formal transition of information.

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ROBUST COMMUNICATIONS STRATEGY

Lead Executives:



1

The Communications Director will propose several central communications strategies aimed at securing consistent and meaningful engagement from students on social platforms like Instagram, Facebook, and university newsletters.

2

At the same time, the Communications Director should identify and propose ways to track this engagement so that the performance of the central communications strategy can be evaluated at regular intervals.

3

The Executive and Operations directors shall provide regular and itemized feedback to the Communications Director on what student demographics the organization needs to tailor our efforts towards. They should also help the Communications Director select the final central communication strategy.

4

The Operations Director will work with the Communications Director to ensure that Hawk The Vote's website is kept up-to-date, clean, and easily readable throughout the election season. Any relevant events or announcements should be reflected on the website in a timely manner.

5

In their final transition document, the Communications Director shall document what facets of the central communication strategy worked as intended, and which parts should be revisited or removed. This ensures a formal documentation of the strategy's performance.

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INTEGRATE ACADEMIC CREDIT

Lead Executives:



1

The Education Director will work with the Executive Director and the chair of the Political Science department to formally create a first-of-its-kind 1 s.h. course designed to facilitate a new academic component of the VA program.

2

The Education Director will draft – with regular feedback from the Executive Director and the department chair – a syllabus that illustrates the wide scope of civic engagement across all levels of government.

3

Upon completion of the syllabus, the Education Director will work with the Executive Director to schedule relevant lecturers to talk with the VA class throughout the semester. These speakers may hold partisan office, but in order to align with the mission of Hawk The Vote, must keep their lectures nonpartisan.

4

The Education Director shall work alongside the Programming Director to create a participation component of the course, which should require the VAs to complete a set number of tabling and programming events over the course of the semester.

5

The Executive Director shall work in conjunction with the Education Director, the Hawk the Vote advisor, and the department of Political Science to institutionalize this course and ensure it is taught annually to each new class of VAs, establishing a strong legacy within Hawk The Vote in the process.

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PUBLICITY-ORIENTED PROGRAMMING

Lead Executives:



1

The Programming Director shall be the chief correspondent for all programming functions of the organization, ensuring consistency in communication across campus partners we connect with.

2

The Programming Director and the Education Director shall work jointly to train the new class of VAs on how to operate tabling events and register new voters.

3

The Programming Director shall be responsible for documenting and reporting the attendance of VAs at required tabling and programming events. Additionally, they shall be responsible for communicating with the VAs regarding absences or problems with participation.

4

The Programming Director shall aim to plan and execute programming events that center Hawk The Vote's visibility to the public, as engagement and familiarity with our organization is how we identify students who have not yet registered to vote/formulated a plan to vote.

5

The Programming Director shall work with the Operations Director (and Communications Director where applicable) to ensure programming is being properly advertised on our website. Additionally, the Operations Director shall serve as the first point of administrative contact should the Programming Director need assistance with a project.

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NUMBERS- BASED ORGANIZING

Lead Executives:



1

The Executive Director and Operations Director shall work jointly to analyze the 2022 NSLVE report and formulate a canvassing strategy to utilize during the busier parts of the election season. This strategy should focus on reaching campus demographics that have historically lower voter turnout rates.

2

The Communications Director will use this canvassing strategy to devise ways to reach said demographics through social media and other communication avenues, and will report back to the Executive and Operations Directors on how to better tailor the strategy.

3

The number of students reached through different forms of communication should be tracked by the Communications Director for later analysis. These statistics can inform further revisions to our central strategy to ensure the organization is reaching the maximum number of unengaged students.

4

The Executive Director and Operations Director will record all trackable data possible from the 2024 election cycle to be reported to NSLVE for the creation of the 2024 NSLVE report.

5

The Executive Director and the Communications Director will work in conjunction with various campus partners and academic departments. to inform them of their population's previous engagement in the election, and offer opportunities to grow those numbers through Hawk The Vote programming.

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Hawk The Vote is excited to take on our second-ever super-cycle election year, and are confident that this strategic plan – alongside our dedicated team of executives and voting ambassadors – will help lead us to a successful year with our highest campus voter turnout yet. As always, #HawkTheVote!



CONTACT US

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Want to see more? Check our website:
vote.uiowa.edu

Jaden Bartlett

2024 Executive Director

Josh Studer

2024 Operations Director

Amira Qidwai

2024 Programming Director

Christine Valora

2024 Communications Director

Noah LeFevre

2024 Education Director

Ian Van Arden

Organization Advisor

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